

## **OCCUPATIONAL CLUSTERS**

All of Arizona's Comprehensive Career and Technical Education Programs fall within one of these six occupational clusters:

- Agricultural Education
- Business Education
- Family and Consumer Sciences Education
- Health Careers Education
- Industrial Technological Education
- Marketing Education

Each of these occupational clusters represents a group of related occupations and their necessary preparatory subject matter. These occupational clusters also identify the subject matter expertise required for both teacher certification and student career and technical education organizations.

A description of each of these six occupational clusters begins on the next page.

## **AGRICULTURAL EDUCATION**

The mission of Agricultural Education in Arizona is to provide a total educational system with educational programs *in* and *about* agriculture. In conducting these programs, agricultural educators aspire to excellence in recruiting, preparing and supporting individuals in and for careers in agriculture and other related professions.

Agricultural Education's philosophy and goals are that it is an integral segment of public education which prepares students for: employment in agricultural occupations; continuing education and training offered by private and public postsecondary institutions; business and industry; and agricultural business ownership and/or managerial responsibilities. A coherent sequence of instruction, Agricultural Education provides for curriculum articulation enabling students to progress from basic through specialized competencies. The essential components of education in agriculture are formal instruction, experiential education, leadership and personal development.

The design of the Agricultural Education program includes a coherent sequence of instruction and learning. The curriculum framework for the Comprehensive Program includes Level I, Technological Foundations; Level II, Applied Biological Systems-Agriculture; and a Level III competency program, Agriscience, Horticulture or Renewable Natural Resources. A Tech Prep articulated sequence of academic and career and technical instruction between Levels III and IV (community colleges) builds and reinforces strong, systemic, comprehensive linkages between secondary and postsecondary institutions.

Comprehensive Agricultural Education curricula are delivered through competency-based experiences which allow students to refine academic skills while developing and applying specific occupational skills. These experiences are supported through intra-curricular leadership development programs offered by FFA Chapters affiliated with the Arizona Association FFA and the National FFA.

CONTACT PERSONS:     State Supervisor, Agricultural Education  
                                 **602-542-5356**

                                 FFA Executive Secretary  
                                 **602-542-5564**

                                 Arizona Department of Education  
                                 1535 West Jefferson Street  
                                 Phoenix, AZ 85007  
                                 **Fax: 602-542-1849**  
                                 **1-800-352-4558 (ADE Receptionist)**

## **BUSINESS EDUCATION**

The mission of Business Education is to work cooperatively with the business community to continuously improve the contents and delivery of Business Education programs. Success of this program will result in the preparation of all individuals to live and work as productive citizens in our global society by providing essential business experiences, education and training.

The goals of Business Education are to: provide all students opportunities to acquire business knowledge and technical skills needed to function effectively in their careers; provide a continuous program of planned learning experiences designed to help students effectively make intelligent economic decisions; produce and distribute goods and services as competent workers; and use results of production as wise consumers.

The design of the Comprehensive Business Education program includes a coherent sequence of instruction and learning. The curriculum framework for the Comprehensive Program includes: Technological Foundations (Level I) competencies and Business Management Technology (Level II) competencies. Business experts have identified occupationally specific (Level III) competencies in five occupational areas: Accounting, Administrative Information Services, Financial Services, Business Management and Administrative Services, and Business Information Technology Services. A Tech Prep articulated sequence of academic and career and technical instruction between Levels III and IV builds and reinforces strong, systematic, comprehensive linkages between secondary and postsecondary institutions.

Comprehensive Business Education curricula are delivered through competency-based instruction including school based and work based experiences which allow students to refine academic skills while developing and applying specific occupational business skills. These experiences are supported through Cooperative Office Education work experience and the co-curricular leadership development programs of Future Business Leaders of America (FBLA).

**CONTACT PERSONS:** State Supervisor, Business Education  
FBLA/PBL State Chairperson  
**602-542-5046**

FBLA State Advisor  
**602-542-5350**

Arizona Department of Education  
1535 West Jefferson Street  
Phoenix, AZ 85007  
**Fax: 602-542-1849**  
**1-800-352-4558 (ADE Receptionist)**

## **FAMILY AND CONSUMER SCIENCES EDUCATION**

The mission of Family and Consumer Sciences Education is to prepare students for family life, work life and careers in family and consumer sciences by providing opportunities to develop the knowledge, skills, attitudes and behaviors needed for them to live and work as productive citizens in a global society.

The goal of Family and Consumer Sciences Education is to strengthen the well being of individuals and families across the life span, become responsible citizens and leaders in families, community and work settings and promote optimal nutrition and wellness. Family and Consumer Sciences Education promotes management of resources to meet the material needs of individuals and families as they function as producers and consumers of goods and services. Critical thinking skills are developed to address problems in diverse family, community and work environments while appreciating human worth and accepting responsibility for one's actions.

The design of the Comprehensive Family and Consumer Sciences Education program includes a coherent sequence of instruction and learning. The curriculum framework for the Comprehensive Program includes Level I, Technological Foundations; Level II, Applied Biological Systems-Food Science and Human Services Technology; and a Level III competency program including Food Production/Culinary Arts, Early Childhood Professions, Hospitality Services, Apparel Design and Merchandising and LifeSkills. Cooperative Education may be included as part of the instructional sequence at Level III. A Tech Prep articulated sequence of academic and career and technical instruction between Level III and Level IV (Community College) builds and reinforces strong, systemic, comprehensive linkages between secondary and postsecondary institutions.

Comprehensive Family and Consumer Sciences Education curricula are delivered through competency-based experiences, which allow students to refine academic skills while developing and applying specific occupational skills. These experiences are supported through co-curricular leadership development programs offered by FCCLA (Family, Career and Community Leaders of America).

**CONTACT PERSONS:** State Supervisor, Family and Consumer Sciences  
Education  
**602-542-5487**

FCCLA Advisor  
**602-542-3040**

Arizona Department of Education  
1535 West Jefferson Street  
Phoenix, AZ 85007  
**Fax: 602-542-1849**  
**1-800-352-4558 (ADE Receptionist)**

## **HEALTH CAREERS EDUCATION**

The mission of Health Careers Education is to work in cooperation with businesses, professionals and educators to continuously improve opportunities for young people to explore and experience careers in health care. Our goal is to prepare all individuals to live and work as productive citizens in our global society by providing essential work, education, and training experiences.

The goal of Health Careers Education is to provide competency-based programs that prepare students for employment in the health care sectors of the economy or into articulation with advanced training at the postsecondary level. Health Careers Education may take place through school based and work based activities including classroom instruction, hands-on laboratory experiences, industry based clinical experiences, and cooperative education programs with industry.

The design of the Comprehensive Health Careers Education program includes a coherent sequence of instruction and learning. The curriculum framework for the Comprehensive Program includes Level I, Technological Foundations; Level II, Applied Biological Systems-Health or the optional Human Services Technology; and a Level III competency program in an approved health career area. A Tech Prep articulated sequence of academic and career and technical instruction between Levels III and IV (Community Colleges) builds and reinforces strong, systemic, comprehensive linkages between secondary and postsecondary institutions.

Comprehensive Health Careers Education curricula are delivered through competency-based experiences which allow students to refine academic skills while developing and applying specific occupational skills. These experiences are supported through co-curricular leadership development programs offered by SkillsUSA-VICA.

**CONTACT PERSONS:**      State Supervisor, Health Careers Education  
   **602-542-3374**

SkillsUSA-VICA State Advisor  
**602-542-5565**

Arizona Department of Education  
1535 West Jefferson Street  
Phoenix, AZ 85007  
**Fax: 602-542-1849**  
**1-800-352-4558 (ADE Receptionist)**

## **INDUSTRIAL TECHNOLOGICAL EDUCATION**

The mission of Industrial Technological Education is to work in cooperation with businesses, professionals, apprenticeships, trades, and industries to continuously improve the contents of all Industrial Technological Education programs. Our goal is to prepare all individuals to live and work as productive citizens in our global society by providing essential work, education, and training experiences.

The goal of Industrial Technological Education is to provide competency-based programs that prepare students for employment in the Industrial/Technological sectors of the economy, or into articulation with advanced training at the postsecondary level. This will be done in agreement with the State Approved Plan. Learning for Industrial/Technological Education may take place through school based and work based activities including classroom instruction, hands-on laboratory experiences, cooperative programs with industry, or apprenticeship/internship experiences.

The design of the Comprehensive Industrial Technological Education program includes a coherent sequence of instruction and learning. The curriculum framework for the Comprehensive Program includes: Level I, Technological Foundations; a Level II, that might be Informational Technology or Industrial Technology or another approved Level II, and a Level III competency program in an approved occupational area. A Tech Prep articulated sequence of academic and career and technical instruction between Levels III and IV builds and reinforces strong, systemic, comprehensive linkages between secondary and postsecondary institutions.

Comprehensive Industrial/Technological Education curricula are delivered through competency-based experiences which allow students to refine academic skills while developing and applying specific occupational skills. These experiences are supported through co-curricular leadership development programs offered by SkillsUSA-VICA

**CONTACT PERSONS:** State Supervisor, Industrial Technological Education  
**602-542-5423**

SkillsUSA-VICA State Advisor  
**602-542-5565**

Arizona Department of Education  
1535 West Jefferson Street  
Phoenix, AZ 85007  
**Fax: 602-542-1849**  
**1-800-352-4558 (ADE Receptionist)**

## **MARKETING EDUCATION**

The mission of Marketing Education is to work cooperatively with the business community to continuously improve the contents of marketing education programs to prepare all individuals to live and work as productive citizens in our global society by providing essential marketing and business experiences, education, and training.

The goals of Marketing Education are to: provide employment in marketing and management occupations, continuing education and training offered by postsecondary institutions, business, and industry, and business ownership and/or managerial responsibilities.

The design of the Comprehensive Marketing Education program includes a coherent sequence of instruction and learning. The curriculum framework for the Comprehensive Program includes: Technological Foundations (Level I) competencies and Business Management Technology (Level II) competencies. However, a student may also choose from Information Technology (Level II) competencies or from Human Services (Level II) competencies. There are three occupational areas with specific Level III competencies from which a student may choose: Sales and Marketing, Hospitality Services and Financial Services. A Tech Prep articulated sequence of academic and career and technical instruction between Levels III and IV builds and reinforces strong, systemic, comprehensive linkages between secondary and postsecondary institutions.

Comprehensive Marketing Education curricula are delivered through competency-based instruction including school based and work based experiences which allow students to refine academic skills while developing and applying specific occupational Marketing skills. These experiences are supported through cooperative education work experience and co-curricular leadership development programs offered by DECA.

**CONTACT PERSONS:** State Supervisor, Marketing Education  
**602-542-5049**

DECA State Advisor  
**602-542-5354**

Arizona Department of Education  
1535 West Jefferson Street  
Phoenix, AZ 85007  
**Fax: 602-542-1849**  
**1-800-352-4558 (ADE Receptionist)**